



KSHB-TV

ORDER

Flight Dates **10/09/12-10/15/12**

Contract / Revision **314142 /**
Original Date / Revision
 10/08/12 10/08/12
Advertiser **Nixon / Democrat / Governor**

Agency **Campaign Group**
Buying Contact

1600 Locust Street
Philadelphia, PA 19103

Product
Jay Nixon

Agency Com 15%
Billing Contact

1600 Locust Street
Philadelphia, PA 19103

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:30:00

Estimate # **10.9-10.15**
Alt Order #

Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	58	\$24,990.00	\$29,400.00	0.00	10/01/12	10/15/12	58	\$24,990.00	\$29,400.00
Totals	58	\$24,990.00	\$29,400.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/09/12	10/15/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MTWTF--	:30	2	\$150.00	P-2	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/09/12	10/15/12	MTWTF--		2			\$150.00			0.00		
N 2	KSHB	10/09/12	10/15/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/09/12	10/15/12	MTWTF--		1			\$600.00			0.00		
N 3	KSHB	10/09/12	10/15/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	4	\$900.00	P-2	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/09/12	10/15/12	MTWTF--		4			\$900.00			0.00		



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Print Date: 10/08/12

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Contract / Revision **314142** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/08/12/ 10/08/12

Order Sep 00:30:00

Advertiser **Nixon / Democrat / Govern** Product **Jay Nixon**

Estimate # **10.9-10.15**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	KSHB	10/09/12	10/15/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	5	\$375.00	P-2	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					5	\$375.00		0.00			
N 5	KSHB	10/09/12	10/15/12	Nightly News Nightly News	CM	530-6p	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					1	\$1,200.00		0.00			
N 6	KSHB	10/09/12	10/15/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	5	\$1,100.00	P-2	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					5	\$1,100.00		0.00			
N 7	KSHB	10/09/12	10/14/12	NFL PreGame FNIA Football Night in America	CM	6p-715p	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$1,500.00		0.00			
N 8	KSHB	10/09/12	10/14/12	NFL Game NFL Game	CM	7-1030p NFL Game	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$4,500.00		0.00			
N 9	KSHB	10/09/12	10/15/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					5	\$300.00		0.00			
N 10	KSHB	10/09/12	10/15/12	Today Show II Today Show II	CM	9-10a	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					5	\$200.00		0.00			
N 11	KSHB	10/09/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					5	\$175.00		0.00			
N 12	KSHB	10/09/12	10/15/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					5	\$150.00		0.00			
N 13	KSHB	10/09/12	10/15/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					5	\$100.00		0.00			
N 14	KSHB	10/09/12	10/15/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					5	\$350.00		0.00			
N 15	KSHB	10/09/12	10/15/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	2	\$325.00	P-2	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					2	\$325.00		0.00			
N 16	KSHB	10/09/12	10/15/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--					2	\$400.00		0.00			



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Order Sep 00:30:00

Advertiser **Nixon / Democrat / Govern** Product **Jay Nixon**

Estimate # **10.9-10.15**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	KSHB	10/09/12	10/15/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			2			\$400.00		0.00			
N 17	KSHB	10/09/12	10/15/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			2			\$400.00		0.00			
N 18	KSHB	10/09/12	10/14/12	Sa 630-7p Sa 630-7p	CM	630-7p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-			1			\$500.00		0.00			
N 19	KSHB	10/15/12	10/15/12	Monday Prime C Monday Prime C	CM	9-10p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----			1			\$1,200.00		0.00			
Totals														58	\$29,400.00